

Jewellery Design & Technology Institute

(A DIVISION OF SILVER SMITH INDIA LIMITED)



Winning Streak

Vision 2006 a jewellery design competition organised by the Indian Institute of Gems & Jewellery (IIGJ) targeted towards the young designers aiming to discover and encourage fresh design talent in India. The competition was open to all the students and professionals who have been trained in various jewellery institutes across India. The theme of this year's competition was "jewellery for the youth" and the designs were invited for three different categories i.e. Everyday wear, Party wear and Bridal wear.

We are very proud to announce that two of the winning designs in everyday wear category are from JDTI Students. First place in this category is coveted by Ms. Oindrilla Roychoudhary currently doing two year diploma programme from JDTI, while Ms. Suvidha Gupta an ex student was one of finalist in the same



Oindrilla Roychoudhary's winning design titled "Stiletto" is a belt buckle on a white leather belt, with specially cut turquoise stones combined with pave setting. Since the theme of the competition was "jewellery for the youth", she decided to take stilettos as her inspiration, a current rage amongst the young girls. According to her "it's very important to understand the psyche of the consumer to make a successful design. She is a firm believer of the motto "It's not how much you do but how much love you put in the doing."



Shakti, an armband cum pendant is designed by Ms. Suvidha Gupta an ex student of JDTI. The armband derives its inspiration from the Tibetan Thangka Painting of god Manjushree - God of Divine Wisdom. In her piece she has used chip inlay, a very interesting technique carried out with chipped or crushed semiprecious stones, like lapis lazuli, Coral, Onyx etc.

JDTI congratulates both of them on their remarkable achievement and wishes them a very bright future ahead.

BUY A DIAMOND WITH CONFIDENCE

Dr. Shekhar Vashishta, Head of the Department - Gemmology



Diamond is the purest form of carbon; available in all colours with a refractive index of 2.417; 3.52±0.01 specific gravity (sinks in 3.32 Methylene Iodide liquid); singly refractive; moderate dispersion (0.044) with no read through effect.

Diamond fluoresces inert, usually blue, sometimes yellow, very weak to very strong intensity, usually more intense to long wave than to short wave under ultraviolet reaction. The absorption spectrum of diamond exhibit absorption lines at 415.5 and 478 spectrum. The distinctive characteristics of diamond include unique hardness (10 on Mohs hardness scale), strong adamantine lustre, high brilliance, sharp or precise meeting of facet junction, excellent polish, waxy to granular girdle surface naturals, growth markings – trigons, parallel grooves, rectangular or square depressions, extra facets, bearded girdle, polishing lines oriented in several directions and natural inclusions.

Carat Weight, Color, Clarity, Cut & Certificate of guarantee are essential elements for buying and selling a diamond.

Carat Weight: The Carat Weight (size) of a diamond has the biggest impact on its price. If other factors are equal, the more a diamond weighs, the more valuable it will be. The value of diamond increases in relation to carat weight since large diamonds are rare and more desirable.

Color: The color of a diamond has the second biggest impact on its price after carat weight. Diamonds are graded based on their overall body color. It is most significant grading aspect of buying and selling diamonds. Grading color in the normal range involves deciding how closely a body color of a diamond approaches colorlessness with the exception of some natural fancy color diamonds such as red, pink, violet, blue etc. The colorless grade is the most valuable.

Diamond color is graded on a GIA (Gemological Institute of America) color scale. It contains a range of color grade from colorless (D) to light yellow, light brown or light gray. D represents colorless diamonds and Z – the last in the normal range. Yellow and Brown diamonds must be darker than the Z master diamond to be considered fancy color. Color grading is usually done only on natural and untreated diamonds; other can be graded, but with less accuracy.

Clarity: The clarity of a diamond refers to how clear or clean the diamonds is. The more clean the diamond, the higher the price. Clarity grades are usually based on how visible the clarity characteristics are, and how they effect the durability of diamonds determining their effect on its overall quality and assigning a grade with reference to a systematic set of standards described in terms of a standardized nomenclature.

GIA clarity grading scale runs from flawless (FL), internally flawless (IF) through two grades each of VVS – very very slightly included, VS – very slightly included and SI – slightly included and three grades of I (included/Imperfect) Heavily included diamond can be dangerous to wear because the type and number of inclusions could make it prone to breaking. The color, number, size, relative location, orientation and visibility of inclusions, may effect the clarity of a diamond and its value.

Cut: The Cut includes the shape and cutting style of a polished diamond. There are more than 300 different shapes and cutting styles but standard round brilliant is most desired cut. Whether one likes a round brilliant, pear, emerald, marquise or heart shape but their proportions (include table size, crown angle, crown height, girdle thickness, pavilion angle, pavilion depth, culet size, girdle outline, length to width ratio, total depth and their relative dimensions), finish (quality of polish, the condition of girdle and precision of cut) and shapes are the basic elements of the cut, which determine the sparkle of diamond. The better the diamond has been cut, the more beautiful diamond will appear.

Certificate: Another equally important is the fifth – C – "Certificate" of diamond grading containing weight, proportions, finish, color grade and clarity grade. Before purchasing a diamond keep in mind to obtain a guarantee certificate from the seller or a certificate from an approved gem testing laboratory or a qualified gemologist stating the origin of the diamond i.e. natural or treated or irradiated and certifying the natural origin of its color. Generally laboratories do not issue certificate for diamonds that have been treated. HPHT/CVD grown synthetic diamonds are challenge to identification. Laboratories possessing leading edge technology may be able to detect these diamonds.

Any type of misrepresentation of color, clarity, condition, weight, value or nature of a diamond comes under deception practice law. Failure to disclose that diamond has been enhanced in any way or to advise that a material is a diamond which is a simulant or synthetic, altering a diamond with the intent to defraud attracts Consumer Protection Act and may be booked under deceptive practice. Good trade practice dictates that irradiation or treatment of any kind be disclosed to a potential buyer.

The golden rule

When buying a diamond never take someone's word for diamond grade unless it has been tested by a recognized gem testing laboratory or a qualified gemologist otherwise that slight difference, difficult to observe with the unaided eye may cost a lot of money.

FILIGREE

An Age Old Craft Re-invented at JDTI

India can rightfully boast of an unbroken heritage of Jewellery. Indian Jewellery comprises of a vast and complex assortment of marvels, which are no doubt unique. But the Indian craftsman has never been given his due despite of the fact that all the Jewellery has always been handmade with elementary tools and one cannot help but be amazed by the ingenuity and skill of the traditional craftsman. Today these traditional crafts are almost lost due to economic constraints.

It is only a designer who can again revive them by introducing new functional products and bring them to the international forefront, with the support of the modern infrastructure.

Hence, JDTI has always made an effort to instil in its students respect for traditional crafts and craftsmen because the need to revive these fast vanishing arts and crafts is the need of today. JDTI students have undertaken various projects using crafts such as mokume gane, kundan, chip inlay and metal inlay. The students are encouraged to experiment with the craft and combination of unconventional materials to design products that cater to the design desires of today.

This time JDTI introduced its students to FILIGREE- a craft of Orissa.

According to historians the Etruscians who moved from Turkey to Rome in 5000 B.C. were the first to use this technique of filigree. But filigree work in India came from Persia 200 years back. Filigree work in Karimnagar (Andhra Pradesh) was patronized by the ruling Nizams of Hyderabad. Craftsmen produced fanciful high quality luxury objects and toys for ceremonial occasions.

Cuttack today is the largest center of production of filigree work in India. Nripati also known as Makar Kesari founded Cuttack in Orissa in the 10th century Ad. The local kings first patronized filigree in Cuttack. Gold filigree is also done in Cuttack, which is only made to order.

Approximately 5000 kilograms of silver is consumed annually in Cuttack itself. Filigree Jewellery is made entirely from gold and silver wires of high standard. The wires are usually from 25 to 30 gauge. This very fine wire is then flattened and bent into various patterns. Filigree is not only used to make Jewellery but also objects like tableware, etc.



Nishita Narula

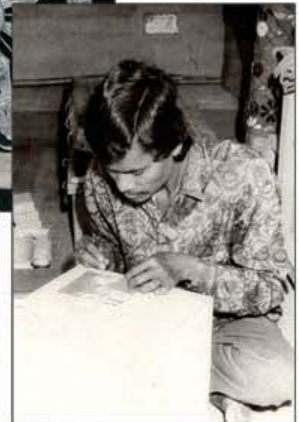


Oindrilla Roychoudhury



Kanak Parashar

A few designs developed by the students during the project



Filigree craftsman Ramesh Behera working in his workshop & few of his masterpiece

The master craftsman who was specially invited for the project from Cuttack- Mr. Ramesh Behera, who has won many awards and accolades, is the president of Sriram Silver Filigree Industrial Co-operative Society Ltd. in Cuttack.

He patiently taught the students the intricacies of filigree which involves a lot of fine wire bending and soldering.

The students have created contemporary jewellery products based on the theme of tribal art and culture using the traditional filigree and contrasting it with use of materials like wood and fabric.

The project has opened a new door of opportunities for the students who have recognised the vast potential of these handicrafts in today's design context.



JDTI students visit Jaipur

Jaipur, a well known tourist destination is also a city of jewellery and gemstones. In the past, Jaipur has been famous for gemstone cutting & trading, and kundan jewellery. Today the city is fast becoming a centre for exports. It is imperative for any budding jewellery designer to pay a visit to Jaipur.

At JDTI, we often organize such excursions, the latest being in April 2006.

On reaching Jaipur, the students visited the Johri Bazaar, one of the oldest gemstones and jewellery markets. The variety of silver ornaments available here can't be compared to anywhere else. Then the students were given a chance to visit a modernized jewellery production unit- Dwarkas involved in export and retail of studded jewellery. Here the students observed the intricacies of industrial manufacturing. Later they visited the gem cutting centre of Vaibhav Gems, where they observed practical gem stone cutting. The process of sorting the rough, cutting, shaping, faceting and polishing of gems was simply fascinating. After seeing the modern units it was time to visit a traditional manufacturing set up. Hence the next unit to be visited was Mangal Chand & Sons, a family set up hidden in the galis of the city in their ancestral house. The craftsmen here used indigenous tools to create exquisite products of kundan with intricate meenakari. The set up representing the true heritage of India was a complete contrast to the modern factories.

The students also visited the famous Chokhi Dhani and the beautiful Amer fort which is a must when you visit Jaipur.

This trip was an eye opener for the students as they realised how serious and complex the business of jewellery is

ADMISSIONS OPEN

JDTI

Jewellery Design & Technology Institute

Division of SILVER SMITH INDIA LTD.

A multi-dimensional jewellery solutions company

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COURSES OFFERED

- **JDTI Jewellery Design & Technology - Diploma**
(2 year) Commencing 10th July 2006 & 11th April 2007
 - **JDTI Jewellery Design & Technology - Certificate**
(1 year) Commencing 10th July 2006 & 11th April 2007
 - **JDTI Comprehensive Jewellery Designing**
(6 months) Commencing 17th July, 3rd Oct 2006 & 9th April 2007
 - **JDTI Basic Jewellery Designing**
(3 months) Commencing 17th July, 3rd Oct 2006 & 9th April 2007
 - **JDTI Custom Made Jewellery Manufacturing**
(6 months) Commences 1st of every month
 - **JDTI Gemmology Course**
(3 months) Commencing 27th & 28th July 2006
 - **JDTI Diamond Grading**
(45 days) Commencing 27th & 28th July 2006
 - **JDTI Jewel CAD**
(1 month) Commences 1st & 16th of every month
 - **JDTI Jewellery Designing - Distance Learning Course**
(6 months) Commences 1st of every month
 - **JDTI Short term Specialised Courses (2 weeks each)**
 - a) Casting
 - b) Stone Setting
 - c) Engraving & Enamelling
 - d) Finishing, Polishing & Electroplating
- Commences 1st of every month

We also conduct Integrated Certificate Courses along with Individually Customised Programmes.

How to apply:

Prospectus and application form can be obtained from either Noida or Delhi campus on payment of Rs.500/- or by sending a draft of Rs.500/- in favour of Jewellery Design & Technology Institute, payable at New Delhi to either of the campuses.

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